Question 1

A consultant is working with a customer who already uses Salesforce and wants to install the Education Data Architecture (EDA). The consultant has confirmed that EDA can work in the customer's existing environment.

Which two locations can the consultant visit to install EDA in the existing environment?

Choose 2 answers.

Options:

A) Salesforce.org website

B) EDA repository in GitHub

C) Partner Community

D) Salesforce AppExchange

Answer:

A, D

Explanation:

The Salesforce.org website and the Salesforce AppExchange are the two locations where the consultant can visit to install EDA in the existing environment. The Salesforce.org website provides a link to the EDA installer package, which can be used to install EDA in any org. The Salesforce AppExchange also has a listing for EDA, which allows the consultant to install EDA from there. The EDA repository in GitHub is not a location to install EDA, but rather a place to view the source code and contribute to the development of EDA. The Partner Community is not a location to install EDA, but rather a place to access resources and support for partners. Reference:

https://powerofus.force.com/s/article/EDA-Install

https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EcsyDUAR

Question 2

Question Type: **MultipleChoice**

A university's Study Abroad office getting ready to implement Salesforce to streamline internal processes. In the past, most of the work was done using spreadsheets and paper. The office is unsure which metrics to use to determine whether the implementation project is successful.

Which two metrics should the consultant recommend?

Choose 2 answers.

Options:

A) Percentage of staff logins each month

B) Volume of emails to the office

C) Time saved when creating business reports

D) Number of student phone inquiries

Answer:

B, C

Explanation:

The volume of emails to the office and the time saved when creating business reports are two metrics that the consultant can recommend to measure the success of the implementation project. These metrics can indicate how well Salesforce has streamlined the internal processes of the Study Abroad office, by reducing the need for manual communication and data entry, and by providing automated and accurate reports. The percentage of staff logins each month and the number of student phone inquiries are not good metrics to measure the success of the implementation project, because they do not reflect how well Salesforce has improved the efficiency and effectiveness of the office. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-key-considerations

https://trailhead.salesforce.com/en/content/learn/modules/education-cloud-basics/education-cloud-basics-measure-success

Question 3

Student Services is preparing to migrate student Incident and Incident Resolution data from its old system to a Salesforce.org that uses the Education Data Architecture (EDA).

Which two objects should the consultant use?

Choose 2 answers.

Options:

A) Attribute

B) Case

C) Case Comment

D) Behavior Response

Answer:

B, C

Question 4

Question Type: MultipleChoice

Career Services uses a separate event management system for its employment events attendance and registration, and Marketing cloud to promote the event. It wants to integrate student data in Salesforce to identity engaged prospects by matching them with event attendance, career interest, and credit completion towards an academic major.

Which two integration directions should the consultant recommend?

Choose 2 answers.

Options:

A) One-way integration between Marketing Cloud and the event system

B) One-way integration between Salesforce and Marketing Cloud

C) Two-way integration between the event system and Marketing Cloud

D) Two-way integration between the event system and Salesforce

Answer:

B, D

Explanation:

A one-way integration between Salesforce and Marketing Cloud and a two-way integration between the event system and Salesforce are two integration directions that the consultant should recommend to meet the requirement. A one-way integration between Salesforce and Marketing Cloud allows Career Services to use student data in Salesforce to segment and target prospects for email campaigns in Marketing Cloud. A two-way integration between the event system and Salesforce allows Career Services to sync event attendance data from the event system to Salesforce, and update student records in Salesforce with career interest and credit completion data. A one-way integration between Marketing Cloud and the event system, and a two-way integration between the event system and Marketing

Cloud are not integration directions that can meet the requirement. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5

https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-connect

Question 5

The Alumni Relations department wants to track alumni and its chapter memberships. The department wants to easily see the Primary Chapter on the Contact record. The system admin prefers to use the standard features that are available with EDA.

Which two steps should the consultant take to meet this requirement?

Choose 2 answers.

Options:

A) Create an Affiliation mapping to the Primary Chapter field in EDA Settings.

B) Create an Affiliation record type for Alumni Chapter and a custom field for the Primary Chapter on the Contact record.

C) Create a custom picklist value for Alumni Chapter on the Affiliation object.

D) Create an Account record type for Alumni Chapter and a custom field for the Primary Chapter on the Contact record.

Answer:

A, C

Explanation:

The consultant should create an Affiliation mapping to the Primary Chapter field in EDA Settings, and create a custom picklist value for Alumni Chapter on the Affiliation object, to meet this requirement. An Affiliation mapping allows the consultant to specify which field on Contact should be populated with a value from an Affiliation record when that Affiliation is marked as primary. A custom picklist value for Alumni Chapter on the Affiliation object allows the consultant to indicate which type of Affiliation is related to an alumni chapter membership. Creating an Affiliation record type for Alumni Chapter and a custom field for Primary Chapter on Contact, or creating an Account record type for Alumni Chapter and a custom field for Primary Chapter on Contact are not steps that use standard features available with EDA. Reference:

https://powerofus.force.com/s/article/EDA-Affiliations

https://powerofus.force.com/s/article/EDA-Affiliations-Mappings

Question 6

A university Alumni Relations office is replacing its legacy system with Salesforce. The consultant needs to load a large volume of alumni contact records into a new Salesforce environment.

Which two actions should the consultant take?

Options:

A) Set Account and Contact's to public Read/Write before the data load.

B) Set Account and Contact's sharing to private before the data load.

C) Load record owners after the Account and Contact data load is complete.

D) Disable all TDTM trigger Handlers before the data load.

Answer:

B, D

Explanation:

The consultant should set Account and Contact's sharing to private before the data load, and disable all TDTM trigger Handlers before the data load, to load a large volume of alumni contact records into a new Salesforce environment. Setting Account and Contact's

sharing to private before the data load can prevent sharing recalculation and improve performance. Disabling all TDTM trigger Handlers before the data load can prevent unwanted automation and validation from running and affecting the data load. Setting Account and Contact's sharing to public Read/Write before the data load, or loading record owners after the Account and Contact data load is complete, are not actions that the consultant should take. Reference:

https://help.salesforce.com/s/articleView?id=sf.data_loader_tips.htm&type=5

https://powerofus.force.com/s/article/EDA-TDTM

Question 7

The Advancement office wants to replace its legacy system with Salesforce and has hired a consultant to help them build a CRM Strategy.

What are two recommendations the consultant should make to meet this requirement?

Options:

A) Define organizational objectives.

B) Start solution design during a discovery session.

C) Implement Nonprofit Success Pack.

D) Prioritize the organization's initiatives.

Answer:

A, D

Explanation:

The consultant should recommend the Advancement office to define organizational objectives and prioritize the organization's initiatives as two steps to build a CRM strategy. Defining organizational objectives means identifying the goals and outcomes that the Advancement office wants to achieve with Salesforce, such as increasing donor retention, improving donor engagement, or streamlining fundraising processes. Prioritizing the organization's initiatives means ranking the projects and tasks that the Advancement office needs to complete to achieve their objectives, based on factors such as urgency, impact, feasibility, or alignment. Starting solution design during a discovery session or implementing Nonprofit Success Pack are not steps to build a CRM strategy. Reference:

https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

https://trailhead.salesforce.com/en/content/learn/modules/crm-basics

Question 8

A university plans to implement Salesforce. The project lead is drafting a communication plan and has asked the consultant to provide examples of communications to send after implementation.

Which two communication examples should a consultant recommend?

Choose 2 answers

Options:

A) User contest

B) Post go-live recap

C) Teaser email

D) Project sponsor profile

Answer:

A, B

Explanation:

User contest and post go-live recap are two communication examples that the consultant can recommend to send after implementation. User contest is a type of communication that encourages users to participate in a competition or a challenge related to using Salesforce, such as completing a certain number of tasks, earning badges on Trailhead, or submitting feedback or ideas. User contest can help increase user engagement, adoption, and satisfaction with Salesforce. Post go-live recap is a type of communication that summarizes the results and outcomes of the implementation project, such as key achievements, lessons learned, success stories, or next steps. Post go-live recap can help celebrate the project completion, acknowledge the project team and stakeholders, and provide guidance for future improvements. Teaser email and project sponsor profile are two communication examples that the consultant can recommend to send before implementation. Reference:

https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf

https://trailhead.salesforce.com/en/content/learn/modules/change_management/change_management_communicate

Question 9

Question Type: MultipleChoice

The Executive Education department plans to use the Education Data

Architecture (EDA) for prospective and current students. The system

admin wants to map prospects and students' employers to the standard Account field in Salesforce.

Which two actions should the consultant recommend instead? Choose 2 answers

Options:

A) Populate the employer Affiliation record in the Primary Business Organization field.

B) Select Administrative as the Default Account Model in EDA Settings.

C) Populate the employer Account record in the Primary Business Organization field.

D) Select Organization as the Default Account Model in EDA Settings.

Answer:

A, D

Explanation:

The consultant should recommend to populate the employer Affiliation record in the Primary Business Organization field, and select Organization as the Default Account Model in EDA Settings instead of mapping prospects and students' employers to the standard Account field in Salesforce. Affiliation is an object that represents a relationship between a Contact and an Account or another Contact. Affiliation can be used to track various types of relationships, such as student, faculty, staff, alumni, donor, or employer. The Primary Business Organization field on the Contact object indicates which Affiliation record is marked as primary for a Contact's business organization. The consultant should use Affiliation to track prospects and students' employers instead of using the standard Account field in Salesforce. Organization is an account model that allows users to store information about organizations that are not educational institutions, such as businesses or nonprofits. Organization can be used to track various information about an organization, such as name, industry, revenue, or employees. The consultant should select Organization as the Default Account Model in EDA Settings

instead of using Standard Account or other account models in EDA. Reference:

https://powerofus.force.com/s/article/EDA-Affiliations

https://powerofus.force.com/s/article/EDA-Accounts

https://powerofus.force.com/s/article/EDA-Settings

Question 10

A higher education institution has used Salesforce for many years and has Person Accounts enabled. The institution wants to install the

Education Data Architecture (EDA) in their existing Salesforce environment.

What are two considerations the consultant should discuss with the institution?

Choose 2 answers

Options:

A) Use EDA record types for student contacts and lead management.

B) Person Accounts are unsupported in EDA.

C) Person Accounts can only be merged with Administrative Accounts.

D) A support ticket is required to disable Person Accounts.

Answer:

A, D

Explanation:

The consultant should discuss with the institution how they can use EDA record types for student contacts and lead management, and how a support ticket is required to disable Person Accounts, as two considerations for installing EDA in their existing Salesforce environment that has Person Accounts enabled. EDA record types are predefined record types that are available for the Contact and Lead objects in EDA. EDA record types can be used to categorize and manage different types of contacts and leads, such as students, faculty, staff, alumni, or applicants. The institution can use EDA record types for student contacts and lead management instead of using Person Accounts. A support ticket is a request that users can submit to Salesforce Support to get assistance or guidance on various issues or tasks. A support ticket is required to disable Person Accounts, because this is a permanent and irreversible action that can affect data and functionality. The institution should submit a support ticket to disable Person Accounts before installing EDA, because Person Accounts are unsupported in EDA. Person Accounts being unsupported in EDA, or Person Accounts being able to only merge with Administrative Accounts, are not considerations for installing EDA in their existing Salesforce environment that has Person Accounts enabled. Reference:

https://powerofus.force.com/s/article/EDA-Record-Types

https://help.salesforce.com/s/articleView?id=sf.accounts_person_behavior.htm&type=5

https://powerofus.force.com/s/article/EDA-Installation

Question 11

Question Type: MultipleChoice

A consultant needs to import a large volume of records into a university s Salesforce production environment that has the Education Data Architecture (EDA). The import file already defines Account and Address information. The university's environment has a private sharing model and several sharing rules.

Which two temporary actions should the consultant take before importing the data?

Options:

A) Change the sharing model to Public Read/Write

B) Disable unnecessary code using TDTM.

C) Disable sharing rules using TDTM.

D) Change the account model to Household

Answer:

B, C

Explanation:

The consultant should disable unnecessary code using TDTM and disable sharing rules using TDTM as two temporary actions before importing the data into the university's Salesforce production environment that has EDA. TDTM stands for Table Driven Trigger Management, which is a feature that allows users to customize the behavior of EDA triggers and disable or enable them as needed. Disabling unnecessary code using TDTM can help prevent unwanted automation and validation from running and affecting the data import. Disabling sharing rules using TDTM can help prevent sharing recalculation and improve performance. Changing the sharing model to Public Read/Write or changing the account model to Household are not temporary actions that the consultant should take before importing the data into the university's Salesforce production environment that has EDA. Reference:

https://powerofus.force.com/s/article/EDA-TDTM

https://help.salesforce.com/s/articleView?id=sf.data_loader_tips.htm&type=5

Question 12

Question Type: **MultipleChoice**

A university is implementing a student community and rolling it out to 20,000 students. The IT manager is concerned about the large increase in users accessing the system at any one time.

Which three steps should the consultant recommend?

Choose 3 answers

Options:

A) Develop a Performance Testing Strategy.

B) Confirm the university has enough login licenses.

C) Identify areas that may impact governor limits.

D) Use a third-party testing automation tool.

E) Log a case with Salesforce Support to increase limits.

Answer:

A, C, E

Explanation:

The consultant should recommend to develop a performance testing strategy, identify areas that may impact governor limits, and log a case with Salesforce Support to increase limits as three steps to prepare for the large increase in users accessing the system at any one

time. Developing a performance testing strategy means creating and executing tests that measure how the system performs under different scenarios and conditions, such as load testing or stress testing. Developing a performance testing strategy can help evaluate the system's reliability, scalability, and responsiveness when faced with high user demand. Identifying areas that may impact governor limits means finding and analyzing the code or processes that may consume excessive system resources or exceed the predefined limits set by Salesforce, such as CPU time limit or SOQL query.